



IowaNext – Quality of Life Initiative

With more than three million Iowans calling our state home, Governor Branstad and Lt. Governor Reynolds understand the importance in providing quality of life projects and programs that enhance recreational, cultural, entertainment and other opportunities for Iowans and their families. The creation of IowaNext will focus on a holistic approach to our state's quality of life efforts through the collaboration of state agencies and interested stakeholders.

The IowaNext proposal includes:

- The creation of an IowaNext website as a new tool for interested stakeholders, including communities, chambers of commerce, outdoor organizations and Iowans, providing a centralized location to search for funding opportunities to assist with their local quality of life efforts.
- A new position, the IowaNext Liaison, within the Department of Cultural Affairs to serve as the central contact on state programs that could assist in collaborative initiatives related to quality of life efforts.
- The establishment of an IowaNext Commission, within the Department of Cultural Affairs. This Commission will include directors from the Iowa Economic Development Authority, the Iowa Department of Transportation, the Iowa Department of Natural Resources, and the Iowa Department of Cultural Affairs, in addition to public members appointed by the Governor. Commission members will serve in an advisory role to assist with coordinated efforts on quality of life projects funded through state, local and private sector dollars.
- The formation of an IowaNext Fund. This fund will be used by the IowaNext Commission to provide financial support for quality of life efforts. All projects related to IowaNext would require a substantial local and private sector match. Governor Branstad and Lt. Governor Reynolds recommend \$26 million for this initiative in Fiscal Year 2016. The IowaNEXT proposal streamlines state funding while consolidating the Vision Iowa Board and several other state programs to increase efficiency and improve funding for quality of life efforts.